

Message Text

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ORIGIN PA-02

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DRAFTED BY I:JEREINHARDT
APPROVED BY JOHN E REINHARDT
I/SO:SWATSON

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P 060720Z MAY 77
FM SECSTATE WASHDC
TO AMEMBASSY BERLIN PRIORITY

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FOR P&C ALEXANDER

E.O. 11652: N/A

I HAVE TODAY ISSUED THE FOLLOWING GUIDELINES GOVERNING
POLICY GUIDANCE TO THE VOICE OF AMERICA. I BELIEVE THAT AN
ORDERLY MECHANISM FOR SUCH GUIDANCE WILL PROTECT THE
INTEGRITY OF THE VOICE AS A CREDITABLE SOURCE OF NEWS AND AT
THE SAME TIME ASSURE RESPONSIBLE REPORTING AND EXPLAINING OF
AMERICAN POLICIES. I HAVE ASKED ALL DOMESTIC ELEMENTS OF THE
AGENCY TO ADHERE STRICTLY TO THESE GUIDELINES, AND I WANT YOU
AND YOUR STAFFS TO BE AWARE OF OUR CURRENT PROCEDURES. YOU
SHOULD ALSO BRING THIS STATEMENT TO THE ATTENTION OF YOUR
EMBASSY COLLEAGUES.

1. VOA WILL BE SOLELY RESPONSIBLE FOR THE CONTENT OF NEWS
BROADCASTS. I EXPECT VOA TO CONTINUE TO APPLY ITS DOUBLE-
SOURCE RULE.

2. THE OFFICE OF POLICY AND PLANS (IOP) IS RESPONSIBLE FOR
PROVIDING GUIDANCE IN REGARD TO VOA'S OBLIGATION TO
"...PRESENT THE POLICIES OF THE UNITED STATES CLEARLY AND
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EFFECTIVELY..." VIA COMMENTARIES AND ANALYSES. THERE WILL
BE NO PRIOR SCRIPT CLEARANCE OF VOA COMMENTARIES AND ANALYSES.
POST-BROADCAST CRITIQUES WILL BE REGULARLY CONDUCTED. I
EXPECT VOA TO INFORM IOP OF PROJECTED COMMENTARIES AND ANALYSES
AND TO SEEK IOP'S POLICY JUDGMENTS IN ADVANCE WHENEVER TIME
PERMITS. VOA WILL CONTINUE TO COLLABORATE WITH IOP IN THE
SELECTION OF TOPICS FOR COMMENTARY/ANALYSIS ON SPECIFIC FOREIGN

POLICY ISSUES.

3. POLICY GUIDANCE FROM OTHER USIA ELEMENTS WILL BE CHANNELLED TO VOA EXCLUSIVELY THROUGH IOP; AREA OFFICES WILL BE GUIDED ACCORDINGLY.

4. POLICY INPUT TO VOA FROM OTHER EXECUTIVE BRANCH ELEMENTS WILL BE PASSED EXCLUSIVELY THROUGH IOP. VOA WILL REFER ANYONE SEEKING DIRECT CONTACT WITH ITS STAFF ON POLICY MATTERS TO IOP AS THE ONLY AUTHORIZED INTERMEDIARY. I EXPECT THESE REFERRALS WILL BE FIRM BUT COURTEOUS.

5. I EXPECT THAT VOA WILL LOOK TO IOP FOR GUIDANCE ON THE POLICY IMPLICATIONS OF FOREIGN AFFAIRS ISSUES, FOR SUGGESTIONS OF EMPHASIS, AND FOR SPECIFIC CAVEATS. VOA WILL SEEK ADVICE, CONSULT ON ISSUES AND, WHENEVER APPROPRIATE, RAISE INDIVIDUAL POLICY PROBLEMS WHICH TROUBLE VOA BROADCASTERS. THERE MUST BE A CLOSE, COLLEGIAL OPERATIONAL RELATIONSHIP AMONG VOA AND OTHER AGENCY ELEMENTS, PARTICULARLY AREA OFFICES AND FIELD POSTS, IN RECOGNITION THAT RADIO IS A PRIME COMMUNICATIONS INSTRUMENT FOR ALL OF US.

6. COMMUNICATIONS FROM EMBASSIES AND OVERSEAS USIS POSTS SHOULD BE WELCOMED BY VOA AND RESPONDED TO ON THEIR MERITS. POLICY ISSUES RAISED IN SUCH COMMUNICATIONS SHOULD BE CONSIDERED JOINTLY BY IOP AND VOA.

7. I EXPECT VOA TO TAKE THE INITIATIVE TO SEEK BACKGROUND INFORMATION NECESSARY FOR THE AUTHORITATIVENESS AND ACCURACY

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OF ITS BROADCASTS FROM SOURCES WITHIN AND WITHOUT THE EXECUTIVE BRANCH.

BEST REGARDS. CHRISTOPHER

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Message Attributes

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